



## **Ministry of Agriculture and Cooperatives Partners with Grab Thailand Launching an Online Farmers Market “GrabMart”**

Grab Thailand collaborates with Ministry of Agriculture and Cooperatives (MOAC) launching an Online Farmers Market “GrabMart” to support Thai farmers. Mr. Alongkorn Polabut, advisor to Minister of Agriculture and Cooperatives, said the Ministry has concerned on the impacts of COVID-19 pandemic over Thai farmers, fishermen and small-scale entrepreneurs. Thailand’s 2020 agricultural economy decreased by 3.3% compared to 2019.

MOAC in collaboration with relevant agencies initiated several policies to drive the country’s economy such as the “Agriculture Produces - Commerce Markets” policy. Farmers are encouraged to effectively plan their farming in advance to reduce production costs and increase productivity. Alongside will be promoting digital commerce through DGTFarm.com, a public online platform.

Private sector alliances such as Grab Thailand has worked in partnership with the Ministry on the Thai Fresh Market campaign. The project is aimed at promoting the distribution of agricultural and fishery products, as well as increasing incomes of small-scale entrepreneurs through the marketing channel “GrabMart”. This is in line with the agreement among MOAC, Ministry of Commerce and Grab Thailand and in accordance with the marketing strategy initiated by Dr. Chalermchai Sri-on, Minister of Agricultural and Cooperatives.

Hundreds of retail stores in 7 provinces all over the country have participated in the project, including those selling agricultural produces located at Talad-Thai, Talad Si Mummuang, Mahanak and Ying-charoen markets. Commodities are divided into 7 categories which are seafood, meat and poultry, fresh produce, rice, bakery products, cut flowers and fresh market. Customers have a choice to purchase Thank You gift’s baskets from 23 stores from now until January 31<sup>th</sup>, 2021.

As a leading digital platform provider, with an aim to improving the quality of lives of the Thai people, Grab Thailand has a privilege to collaborate with MOAC to support the agricultural and fishery sectors and drive Thailand’s economy through the crisis, said Miss Chansuda Thananittayaudom, Marketing Director of Grab Thailand.

Source: [https://www.thairath.co.th/news/business/2013077?cx\\_testId=38&cx\\_testVariant=cx\\_1&cx\\_artPos=2#cxrecs\\_s](https://www.thairath.co.th/news/business/2013077?cx_testId=38&cx_testVariant=cx_1&cx_artPos=2#cxrecs_s)